

# Reducing Ground Level Ozone

## GETTING ORGANIZED - INDIVIDUALS & COMMUNITIES

An effective air quality outreach and education program begins by identifying the issues and determining if your organization is the most appropriate one to address them. If your organization is new to the process, it is especially important to assess your current capabilities, the perceived benefits and drawbacks of leading such an effort, and potential partners in your community who can assist you. This will help ensure your program is well-planned and strategic in its approach to the problem. Here is a guide to some questions you might ask.

Questions	Example Answers/Suggestions
What is the issue we want to address?	<ul style="list-style-type: none"><li>* Air pollution in the community</li><li>* Need for ground level ozone reduction</li><li>* Too much vehicular emission</li></ul>
Do we have the capacity to address the issue and effect change?	<ul style="list-style-type: none"><li>* Assess current resources, e.g. volunteers, staffing, funding, information, time, and management support</li><li>* Determine any barriers</li><li>* Answer the question: Are we the right organization to tackle this issue?</li></ul>
What can we do to address the issues?	<ul style="list-style-type: none"><li>* Conduct media outreach</li><li>* Build a strong community coalition</li><li>* Conduct educational events/campaigns</li></ul>
Are there other organizations, programs and services already addressing these issues?  How effective are they?	<ul style="list-style-type: none"><li>* Local organizations, government agencies working on the same issue</li><li>* National programs and education activities</li><li>* Media coverage of the issue</li></ul>
What is the overall goal?	<ul style="list-style-type: none"><li>* To improve air quality and reduce emissions causing pollution in our community.</li><li>* Develop collaborative public education efforts with local groups that support and sustain effective methods to reduce air pollution</li></ul>



Photo Credit: Ronald Blain– Inmisfail

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What is the overall strategy?	<ul style="list-style-type: none"> <li>* To encourage use of public transit, car pools and other options that lessen the use of cars and reduce vehicular emissions</li> <li>* To educate drivers about proper refueling and fuel efficiency</li> <li>* To motivate automobile drivers to avoid unnecessary idling and to maintain their vehicles</li> </ul>
What is our target audience (s)?	<ul style="list-style-type: none"> <li>* General public</li> <li>* Driving public</li> <li>* Municipalities and companies with fleet vehicles</li> </ul>
What do target audiences need in order to change?	<ul style="list-style-type: none"> <li>* Information providing economic and social, as well as environmental reasons as to why</li> <li>* Resources and incentives to help them change their behaviour</li> <li>* Direction about simple, inexpensive, unobtrusive ways they can take steps to change</li> <li>* Positive acknowledgement for the changes they make</li> </ul>
What are the desired outcomes?	<ul style="list-style-type: none"> <li>* Solo drivers that begin to car pool or use alternatives means to get to work and do errands</li> <li>* Increased percentage of drivers who regularly maintain their cars</li> <li>* Increased percentage of drivers who do not idle their vehicles while away from the vehicle</li> <li>* Companies and municipalities that establish anti-idling policies</li> </ul>

*Photo Credit: Dallas Rosevear- West of Caroline*

